

Dragons Abreast Australia Policy

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Responsible Officer	DAA Chair		
Designated Officer	DAA Director		

Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating Dragon Abreast Australia's work. It is important for DAA staff, coordinators and specific members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of DAA's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to DAA's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for everyone representing DAA - staff, coordinators, members, Board and Advisory Panel and applies to content posted on both DAA's pages and individual group's pages. Before engaging in DAA related social media activity, all page administrators and editors must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of DAA. It sets out what you need to be aware of when interacting in these spaces and is designed to help you support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.



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Which social media channels do we use?

DAA uses the following social media channels:

Facebook: @Dragons Abreast Australia

Twitter: @daaust

Instagram: @dragonsabreastaustralia

YouTube: Dragons Abreast Australia

DAA updates a list that outlines the Facebook groups in existence directly linked to DAA groups. The number of Facebook groups is large and while this is appropriate to enable individual groups to have impact in their local communities, Twitter, Instagram and YouTube should be contained to DAA only so as to not dilute our message and communications.

Guidelines

Using DAA's social media channels — appropriate conduct

1. Each group coordinator is responsible for managing their group's social media channels. If the coordinator cannot do it, they should nominate a member who will. No new social media channels should be set up without first seeking approval from DAA head office. Only those authorised to do so by the coordinator and DAA office staff will have access to these accounts.
2. Add in content about the days/hours you check social media and respond to comments. For example, our volunteer communications officer responds to comments Monday-Friday, 4pm-5pm.
3. Be an ambassador for DAA. You should ensure you reflect DAA's values in what you post and use our tone of voice.
4. Make sure that all social media content has a purpose and a benefit for DAA, and accurately reflects DAA's agreed position.
5. Bring value to your audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If you are sharing information about third party organisations, this content should be clearly labelled so our audiences know it has not come directly from DAA. If using interviews, videos or photos that clearly identify a child or young person, you must ensure they have the consent of a parent or guardian before using them on social media.
9. Always check facts. You should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.



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10. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
11. You should refrain from offering personal opinions via DAA's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about DAA's position on a particular issue, please speak to DAA's head office.
12. It is vital that DAA or any of their groups does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
13. You should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
14. You should not set up other Facebook groups or pages, Instagram, Twitter accounts or any other social media channels on behalf of DAA or any of their groups. This could confuse messaging and brand awareness. By having official social media accounts in place, we can ensure consistency of the brand and focus on building a strong following.
15. DAA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. You should not post anything related to government policies that is controversial.
16. If a complaint is made on DAA's social media channels, you should seek advice from the DAA Head Office before responding.
17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include bad weather impacting a DAA event. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.
18. If using images of people that are not stock photos, ensure that you have their express permission to post and use their image.

DAA head office regularly monitors our social media spaces for mentions of DAA so we can catch any issues or problems early. If you become aware of any comments online that you think have the potential to escalate into a crisis, whether on DAA's social media channels or elsewhere, they should speak to the head office immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. DAA representatives are expected to behave appropriately, and in ways that are consistent with DAA's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive DAA. You must make it clear when you are speaking for yourself and not on behalf of DAA. If you are using your personal social media accounts to promote and talk about DAA's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent DAA's positions, policies or opinions."



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2. DAA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing DAA, you are expected to hold DAA's position of neutrality. DAA representatives who are politically active in their spare time need to be clear in separating their personal political identity from DAA, and understand and avoid potential conflicts of interest.
3. Never use DAA's logos or trademarks unless approved to do so. Permission to use logos should be requested from the head office.
4. Always protect yourself and DAA. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites, it is important that you do so safely.
5. Think about your reputation as well as DAA's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
6. We encourage you to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support DAA and the work we do. Where appropriate and using the guidelines within this policy, we encourage you to do this as it provides a human voice and raises our profile.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether you are posting content on social media on behalf of your group or in a personal capacity, you should not bring DAA into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that you abide by the laws governing copyright, under the *Australian Copyright Act 1968*. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that you make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that DAA is not ready to disclose yet. For example, a media release that is embargoed for a particular date.

Discrimination and harassment

You should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official DAA social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content



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Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of DAA is not a right but an opportunity, so it must be treated seriously and with respect. If you are unsure about whether something you propose to do on social media might breach this policy, you should seek advice from the head office.

Reporting and Review

Reporting

Breaches of this policy are to be reported to the Chair, Dragons Abreast Australia or their delegate.

Review

This policy will be reviewed annually or as required.